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## *Downtown*

**WHO:** Mark Gensheimer, 57, President and CEO of Penn-Florida Companies

**WHAT HE DOES:** Gensheimer launched Penn-Florida in 1987 and has become a kingpin developer in Boca Raton. His luxury, high-profile projects span the state and encompass commercial, residential, hospitality, mixed-use, industrial and private club development. His Boca projects include Via Mizner and University Village.

**WHY HE'S A GAME-CHANGER:** Penn-Florida is now developing the Residences at Mandarin Oriental and the Mandarin Oriental Hotel, one of just six in America. Bringing the exclusive Mandarin brand to Boca Raton was a coup for both the city and Penn-Florida. The project further advances Boca's continually growing reputation as a world-class destination as well as a great, sophisticated city in which to live, work and raise a family.

**WHAT HE LOVES ABOUT HIS WORK:** "Development allows us to begin with a vision and transform that vision into a finished product. It is very satisfying, particularly when the product is unique. I believe you must strive every day to be better than you were the day before. There are no substitutes for hard work and discipline. Never settle for less than your best."

